

RECEIVED
CENTRAL FAX CENTER

Appl. No. 09/636,031
Response to Final Office Action of July 27, 2006

BEST AVAILABLE COPY

SEP 26 2006

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claim 1 (Previously presented): A method of placing an electronic order from a data processing unit operated by a user, comprising:

receiving, at the data processing unit, a web page from a hosting web site during an interactive session between the data processing unit and a hosting server over a computer network, wherein said receiving a web page includes displaying the web page on a display unit in communications with the data processing unit, wherein said displaying the web page includes presenting one or more advertised products;

receiving, at the data processing unit, a purchase request to purchase an advertised product, said purchase request being generated by the user; and

providing, by the data processing unit, an order form for the advertised product in response to the purchase request without having to exchange additional communications with the hosting server, wherein said providing an order form includes presenting the order form on the display unit to the user, wherein the data processing unit remains connected to the hosting server to continue the interactive session while the user operates an input device in communication with the data processing unit to complete the order form.

Appl. No. 09/636,031
Response to Final Office Action of July 27, 2006

BEST AVAILABLE COPY

Claim 2 (Original): A method of claim 1, further comprising processing, by the data processing unit, the order form in response to instructions from the user to send the order form to a merchant server to thereby produce the electronic order without having to exchange additional communications with the hosting server, wherein said processing the order form includes exchanging communications between the merchant server and the data processing unit over the computer network.

Claim 3 (Original): A method of claim 2, further comprising receiving, at the data processing unit, a banner applet to implement at least one of said presenting one or more advertised products, said receiving a purchase request, said providing an order form, and said processing an order form.

Claim 4 (Original): A method of claim 3, further comprising the steps of:
receiving, at the banner applet, a request for descriptive information related to the advertised product prior to said receiving a purchase request; and
providing, by the banner applet, the descriptive information, wherein the descriptive information is presented on the display unit and includes an option to send the purchase request in response to input from the user.

Claim 5 (Original): A method of claim 3, further comprising the steps of:
providing, by the banner applet, an authorization request to be presented on the display unit in response to the purchase request; and
implementing said providing an order form step in response to the banner applet receiving affirmation of the authorization request.

Appl. No. 09/636,031
Response to Final Office Action of July 27, 2006

BEST AVAILABLE COPY

Claim 6 (Original): A method of claim 2, further comprising confirming, by the processing unit, billing information entered into the order form by the user prior to sending the order form to the merchant server.

Claim 7 (Original): A method of claim 2, further comprising encrypting the order form prior to sending the order form to the merchant server.

Claim 8 (Original): A method of claim 2, further comprising providing the merchant server as the hosting server.

Claim 9 (Original): A method of claim 2, further comprising operating the merchant server and the hosting server by an affiliate of a merchant that promotes the advertised product.

Claim 10 (Original): A method of claim 1, further comprising presenting the web pages in a first window on the display unit and the order form in a second window on the display unit.

Claim 11 (Original): A method of claim 10, further comprising displaying, by the data processing unit, the advertised product in a banner located within the first window, the banner containing a link that is capable of being activated to send the purchase request.

Claim 12 (Previously presented): A method of claim 1, wherein said receiving a web page includes receiving the web page over a global Internet.

Appl. No. 09/636,031
Response to Final Office Action of July 27, 2006

BEST AVAILABLE COPY

Claim 13 (Withdrawn): A system for placing electronic orders, comprising:

a sessions manager to send instructions from a hosting server to a data processing unit over a computer network, said instructions causing said data processing unit to display web pages from a hosting web site during an interactive session between said data processing unit and said hosting server; and

an ad generator to produce a banner applet, said banner applet integrated with said instructions to present on said web pages one or more advertised products provided by one or more merchants,

wherein said banner applet comprises instructions to cause said data processing unit to present an order form in response to a purchase request to purchase an advertised product without having to exchange additional communications with said hosting server, and

wherein said sessions manager continues said interactive session so that said hosting server remains connected to said data processing unit while a user operates an input device in communication with said data processing unit to complete said order form.

Claim 14 (Withdrawn): A system of claim 13, wherein said banner applet further comprises instructions to cause said data processing unit to present descriptive information related to said advertised product in response to a descriptive information request, wherein said descriptive information includes an option to send said purchase request.

Claim 15 (Withdrawn): A system of claim 13, wherein said banner applet processes said order form in response to instructions from the user to send said order form to said merchant to thereby generate an electronic order without having to exchange additional communications with said hosting server.

Appl. No. 09/636,031
Response to Final Office Action of July 27, 2006

BEST AVAILABLE COPY

Claim 16 (Withdrawn): A system of claim 15, wherein said order form is encrypted prior to being transmitted to said merchant.

Claim 17 (Withdrawn): A system of claim 15, wherein said banner applet exchanges communications with a second server to confirm billing information entered into said order form by the user prior to transmitting said order form to said merchant.

Claim 18 (Withdrawn): A system of claim 15, wherein said banner applet further comprises instructions to cause said data processing unit to present an authorization request, wherein said order form is generated or processed in response to the user indicating a positive response to said authorization request.

Claim 19 (Withdrawn): A system of claim 13, wherein said computer network includes the global Internet.

Claim 20 (Previously presented): A computer program product comprising a computer useable medium having computer readable program code means embedded in said medium for causing an application program to execute on a computer that places electronic orders in a global computer network, said computer readable program code means comprising:

a first computer readable program code means for causing the computer to send instructions to a data processing unit over a computer network, said instructions causing said data processing unit to display web pages from the computer during an interactive session between said data processing unit operated by a user and the computer; and

BEST AVAILABLE COPY

Appl. No. 09/636,031
Response to Final Office Action of July 27, 2006

a second computer readable program code means for causing the computer to produce a third computer readable program code means, said third computer readable program code means integrated with said instructions to present on said web pages one or more advertised products sold by one or more merchants,

wherein said third computer readable program code means comprises instructions to cause said data processing unit to present an order form on a display unit of said data processing unit in response to a purchase request to purchase an advertised product, said purchase request being generated by said user without having to exchange additional communications with the computer, and

wherein said first computer readable program code means continues said interactive session so that the computer remains connected to said data processing unit while the user operates an input device in communication with said data processing unit to complete said order form.

Claim 21 (Original): A computer program product according to claim 20, wherein said third computer readable program code means further comprises instructions to encrypt any data entered into said order form or generated therefrom prior to being transmitted from said data processing unit.

Claim 22 (Original): A computer program product according to claim 20, wherein said third computer readable program code means further comprises instructions to cause said data processing unit to present descriptive information related to said advertised product in response to a descriptive information request, wherein said descriptive information includes an option to send said purchase request.

Appl. No. 09/636,031
Response to Final Office Action of July 27, 2006

BEST AVAILABLE COPY

Claim 23 (Original): A computer program product according to claim 20, wherein said third computer readable program code means processes said order form in response to instructions from the user to send said order form to said merchant to thereby generate an electronic order without having to exchange additional communications with said hosting server.

Claim 24 (Original): A computer program product according to claim 23, wherein said third computer readable program code means exchanges communications with a second computer to confirm billing information entered into said order form by the user prior to transmitting said order form to said merchant.

Claim 25 (Previously presented): A computer program product according to claim 20, wherein said computer network includes a global Internet.